

MASON ROW



Mason Row
Falls Church, VA
October 14, 2015

Site Plan



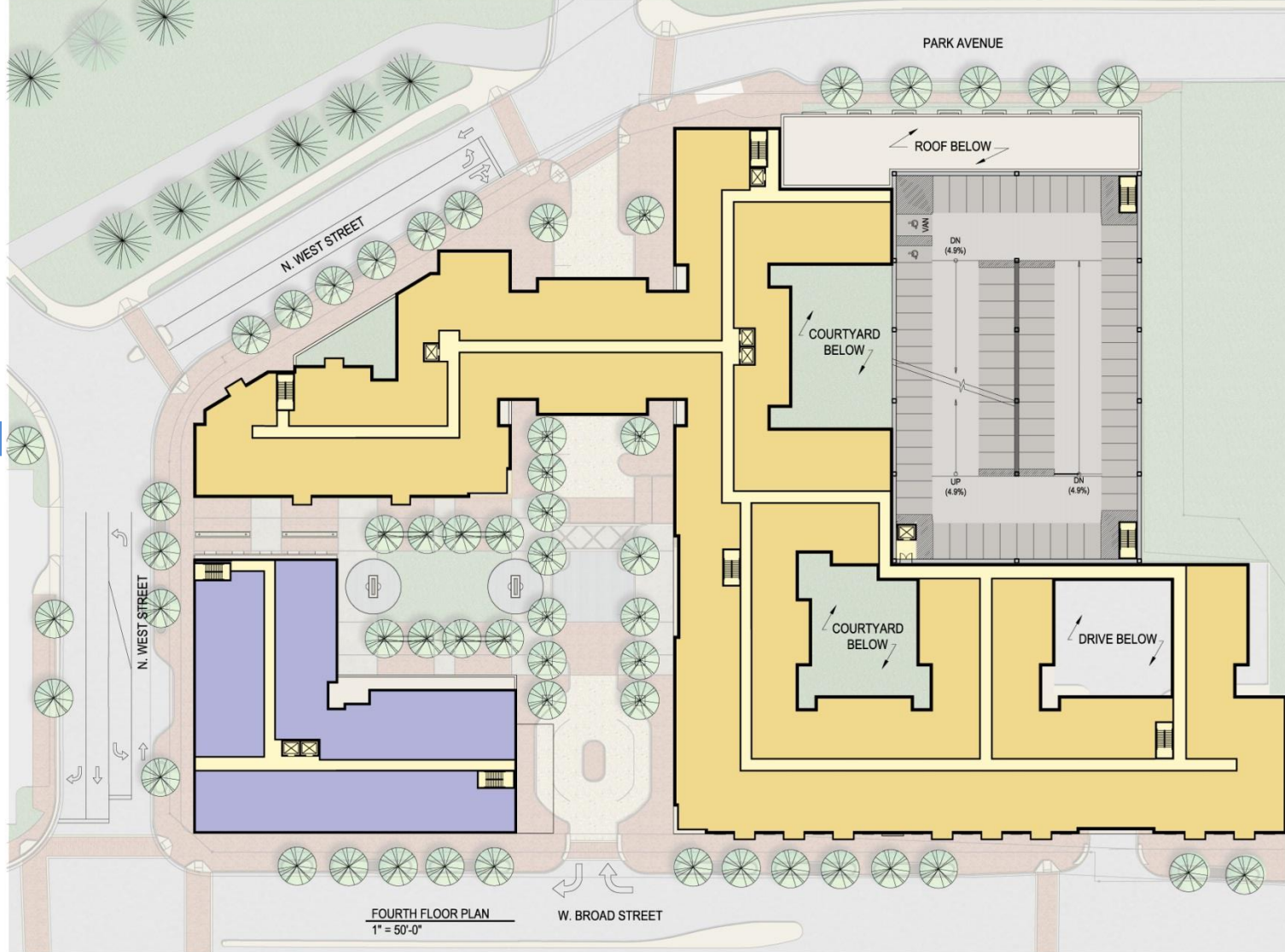
Changes

- New Pedestrian Street
- Removed Loading on N. West St across from W&OD
- Consolidated Loading/Most Trash inside project
- Removed Retail on Park Ave
- Removed By-pass internal road
- Added Left Turn lane on W. Broad St into east access



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Upper Level Plan



Changes:

- Separated Hotel from Apartments & Moved to W. Broad
- Moved Parking Garage further back into project
- Lowered Height along Park Ave
- Increased Building "Step-backs" along Park Ave
- Reduced building facade along N. West St/Add Res. Plaza



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Market Square & Mason Ave



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W. Broad & N. West St Intersection



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Park Avenue



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View Along Trail at Park Ave N. West St.



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Mason Avenue & West Broad St



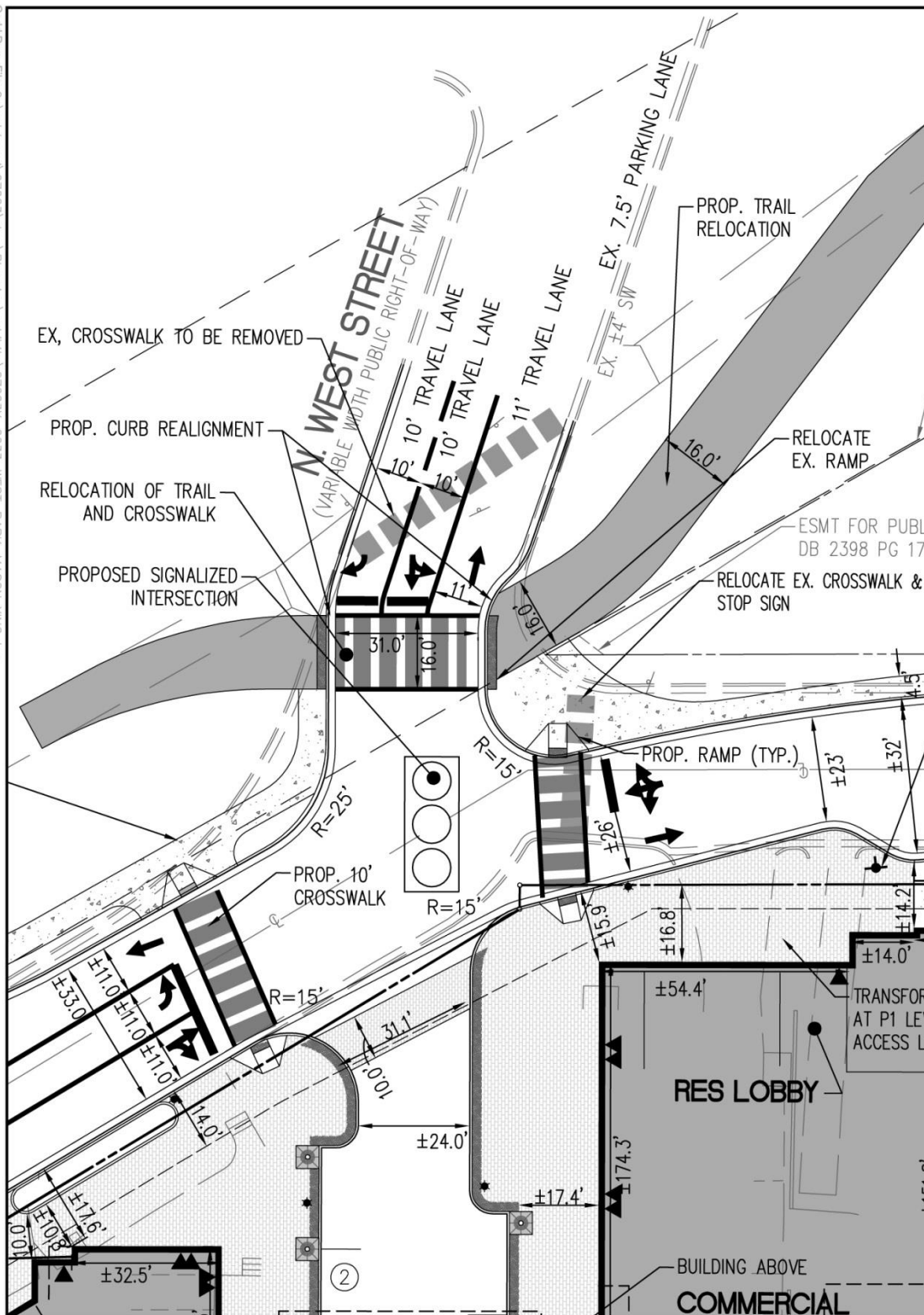
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Mason Row Building Materials:

- Brick: up to five (5) colors (The Project)
- Fiber cement panel – Six (6) colors (HardiePanel) (The Project)
- Synthetic Stucco – spring moss (prototype for Hotel tower only)
- Synthetic Stucco – grizzle grey (prototype for Hotel tower only)
- Laminated translucent glass (Hotel Tower)
- Concrete panel – Two (2) colors (Garage)
- Green screen – Ivy (Garage)
- Vinyl Windows: single hung/fixed, typ. (Apartments)
- Open windows w/ metal bars (no glazing) (Garage)



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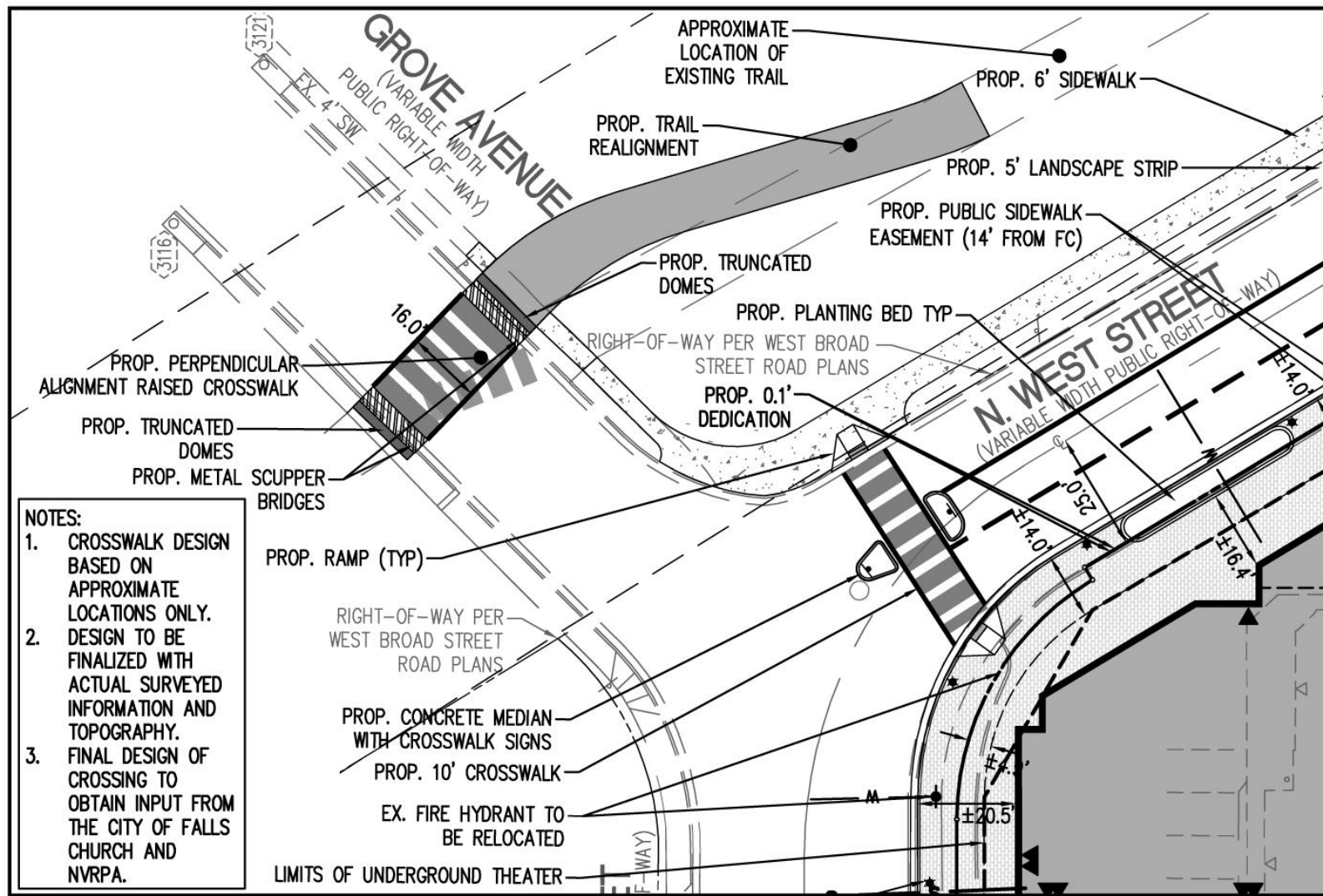


N. West St & Park Ave Improvements

- Agreement with Park Authority on Changes to Bike Trail



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Grove Ave & N. West St Improvements

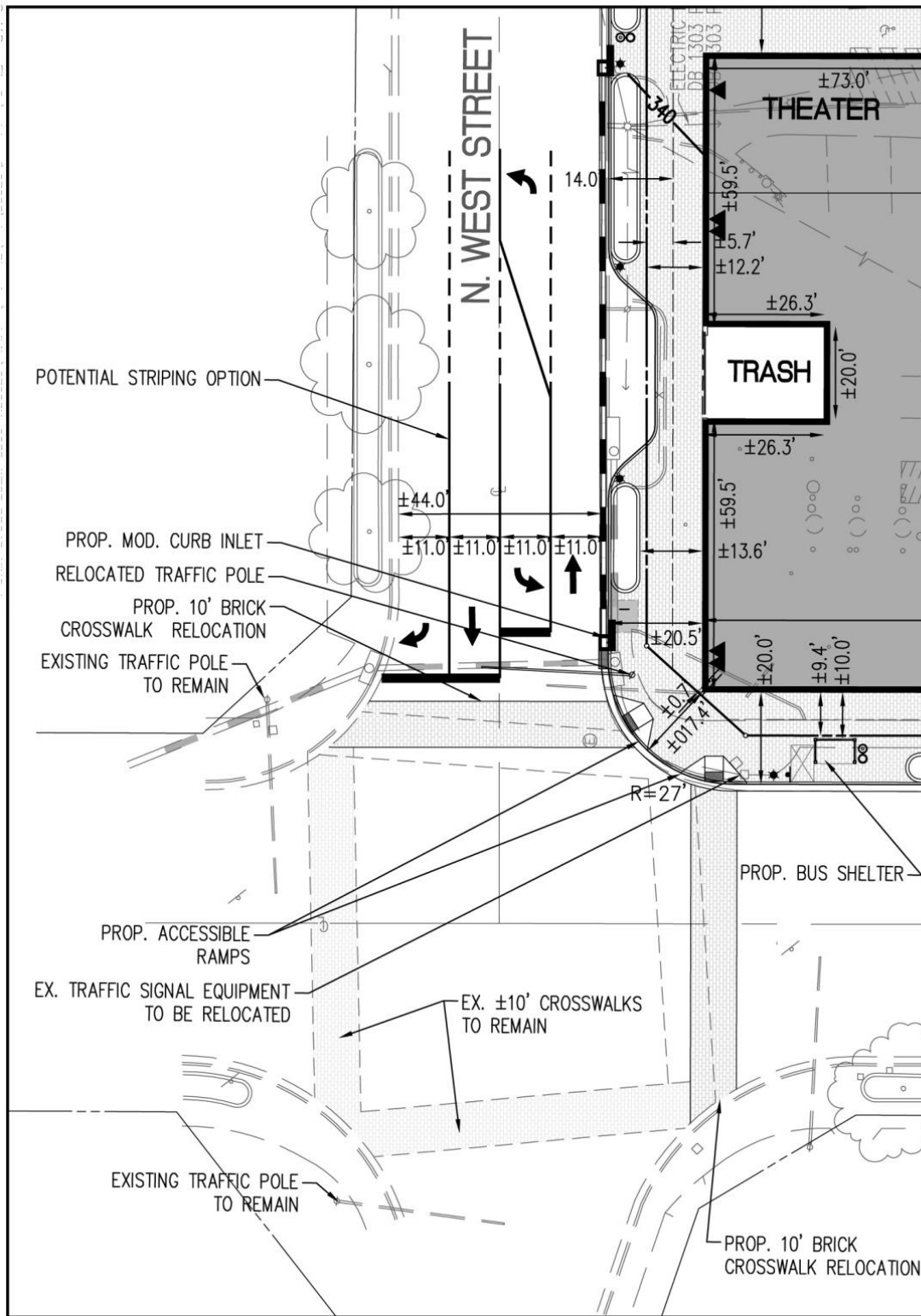
- Raised W&OD Crosswalk on Grove Ave.



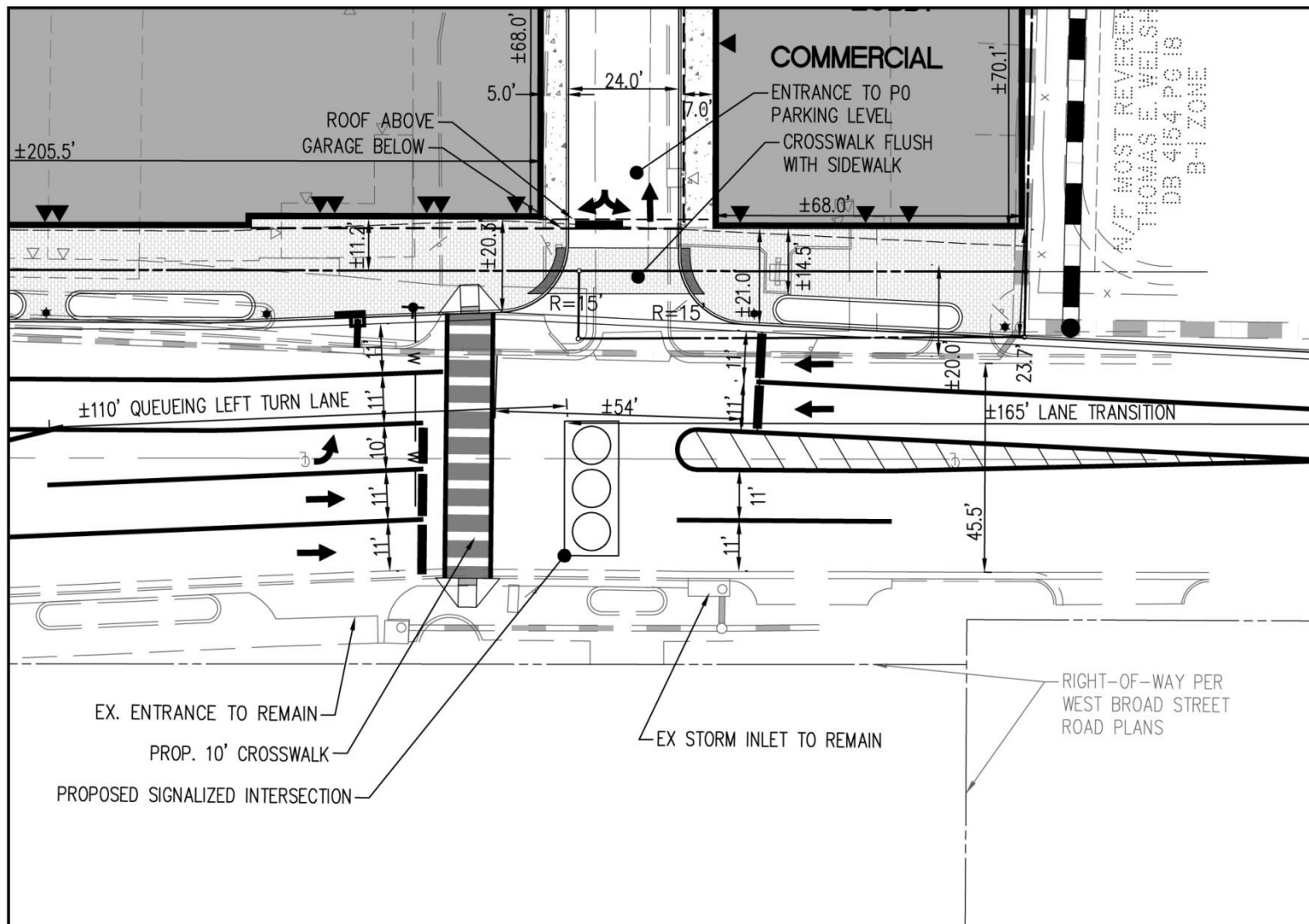
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W. Broad & N. West St Improvements

- Small Off Street Trash Pickup



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W. Broad St. Signalized East Access

- Added a 110 ft Left Turn Lane



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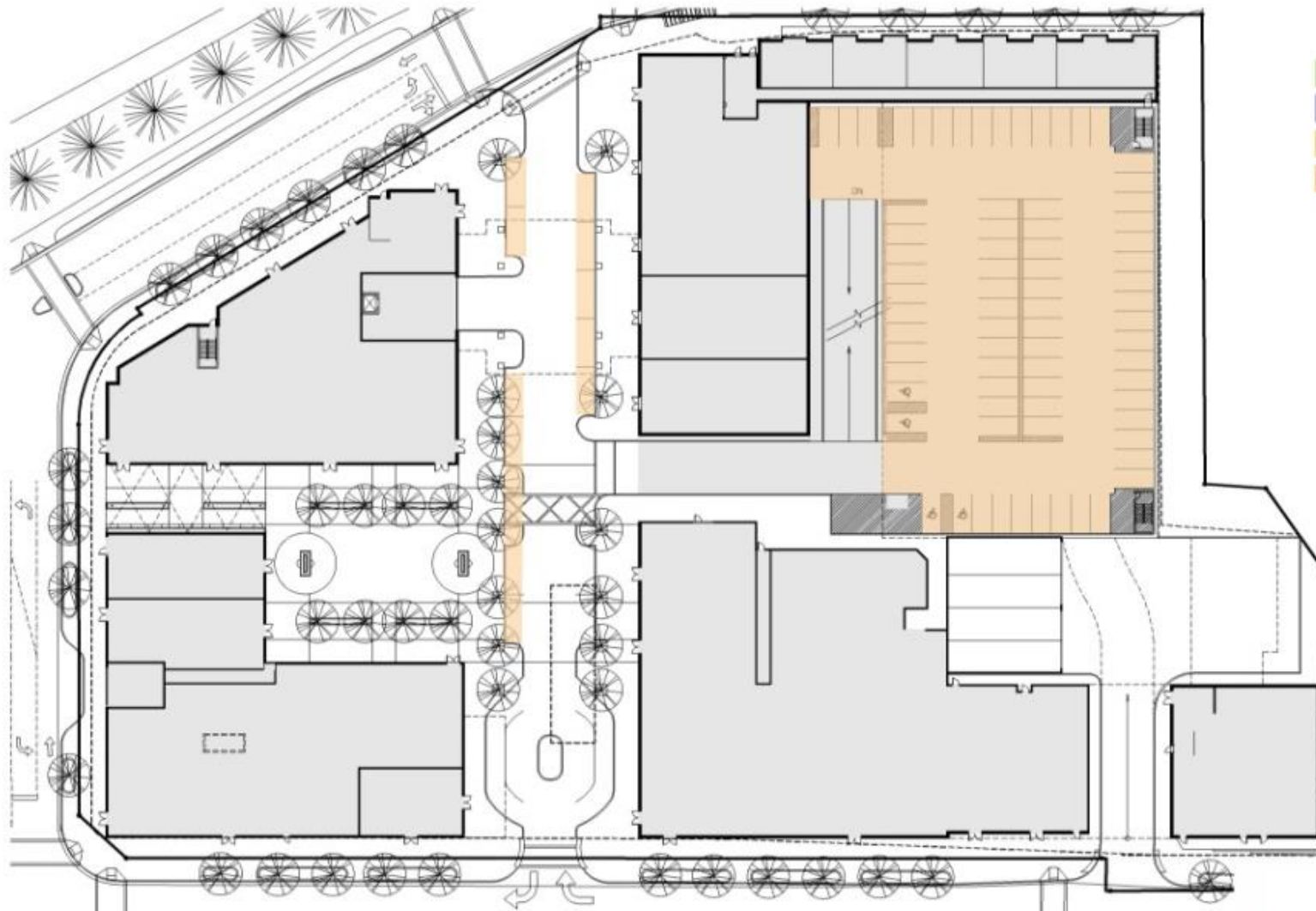
Transportation Impact w/ Total Future Developments and Mason Row:

- Reduced site access from 11 vehicular entrances to 3.
- Intersection of N. West St/W. Broad St – Level of Service D/E. 10% reduction in intersection delays during peak hours. Overall Level of Service Maintained.
- Intersection of N. West St/Park Ave/Mason Ave – Level of Service C/C. Overall Level of Service Improved from D/A to C/C. Less intersection delays during PM peak for westbound traffic.
- Intersection of N. West St/Grove Ave – Level of Service Maintained.
- Intersection of W Broad St/Mason Ave – Level of Service B/B.
- Intersection of W Broad St/East Signalized Access – Level of Service B/B.
- Intersection of W Broad St/Spring St – Level of Service maintained B/A.
- Intersection of Park Ave/Spring St – Level of Service maintained A/A.
- Intersection of N. West St/Lincoln Ave – Level of Service maintained A/C.



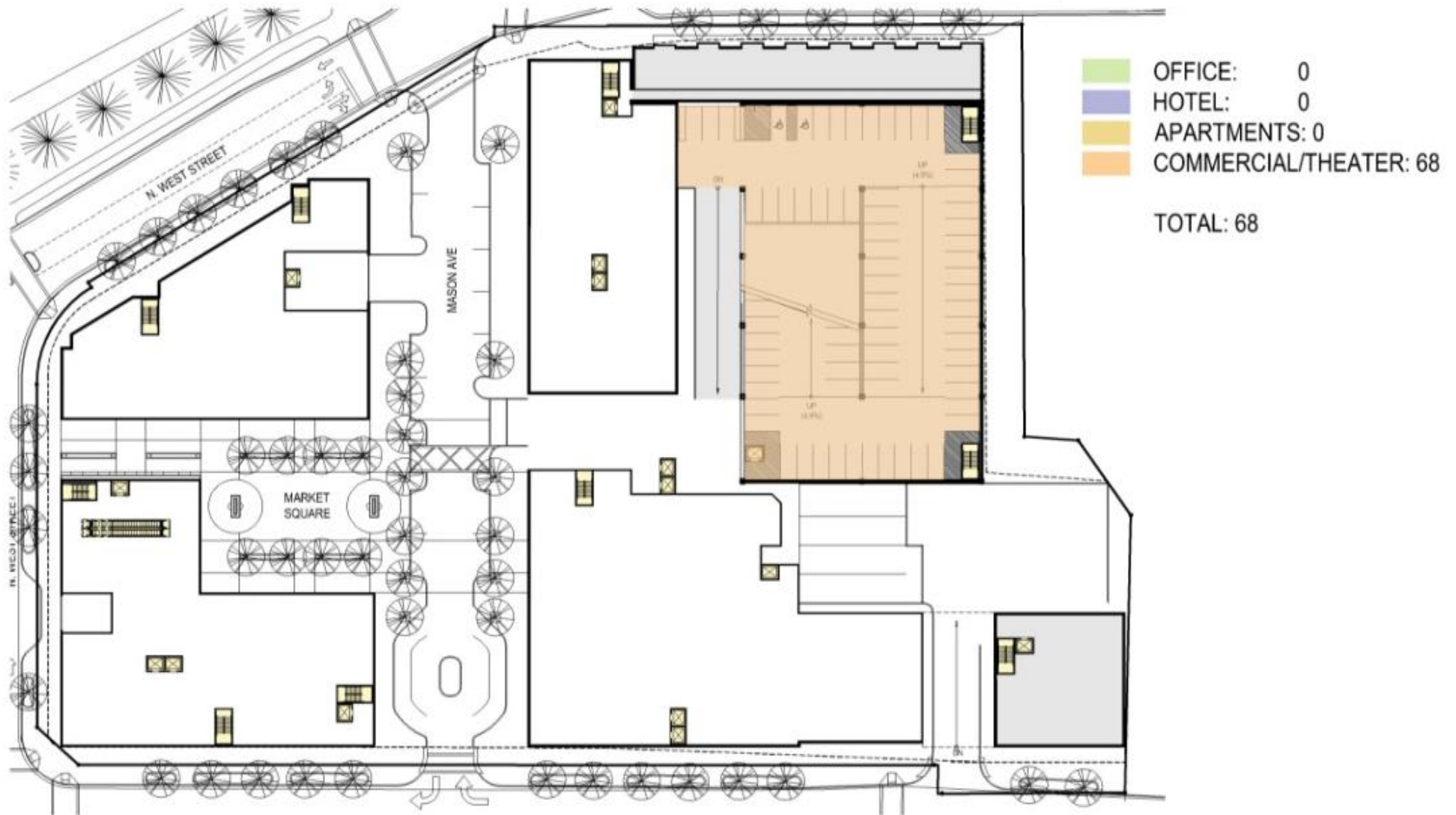
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GROUND FLOOR - PARKING ALOCATION TAB



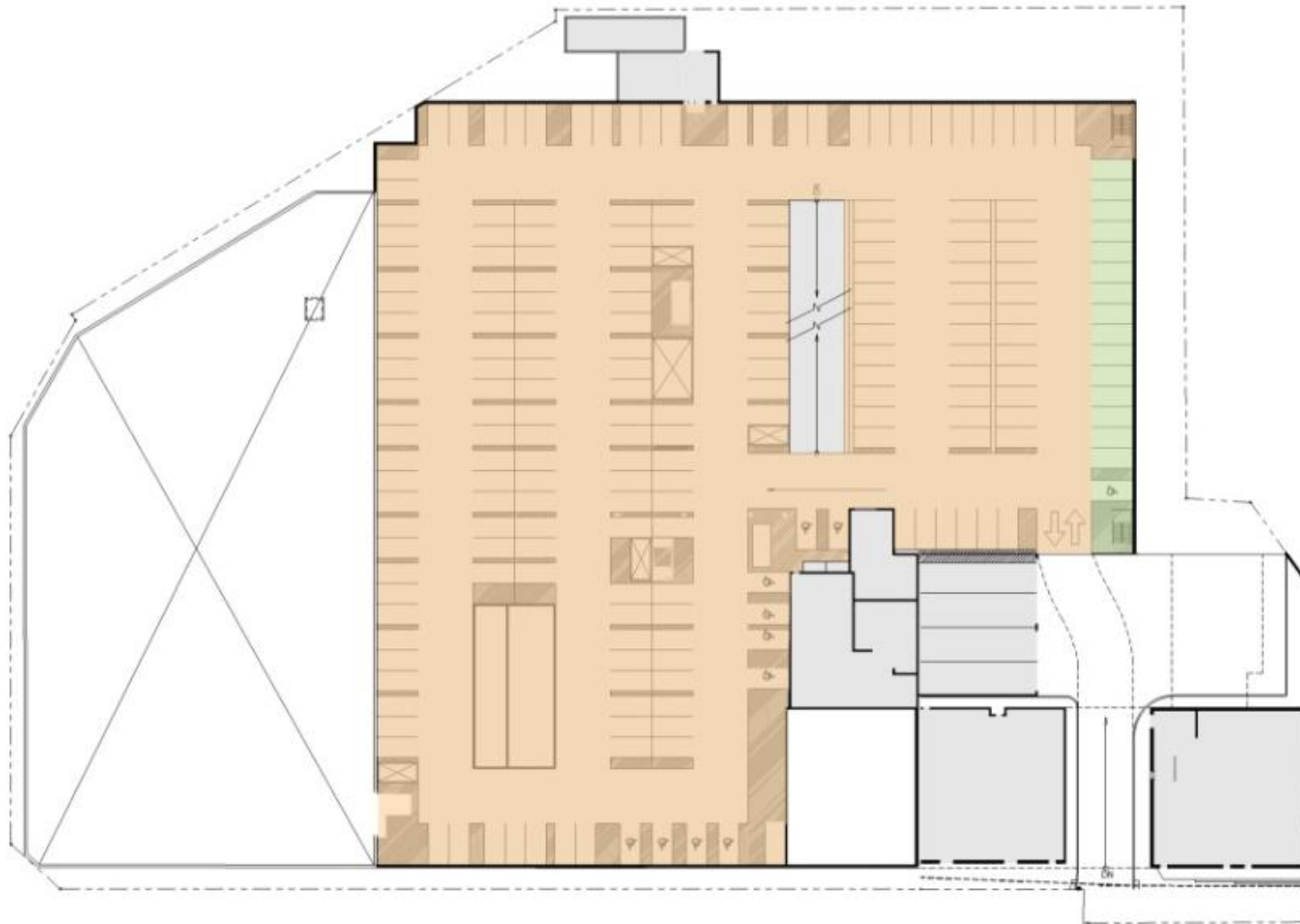
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MEZZ PARKING ALOCATION TAB



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PARK 0 - PARKING ALOCATION TAB



OFFICE:	16
HOTEL:	0
APARTMENTS:	0
COMMERCIAL/THEATER:	194

TOTAL: 210



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PARK 1 - PARKING ALOCATION TAB



OFFICE:	0
HOTEL:	133
APARTMENTS:	0
COMMERCIAL/THEATER:	150

TOTAL: 283



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PARK 2 - PARKING ALOCATION TAB



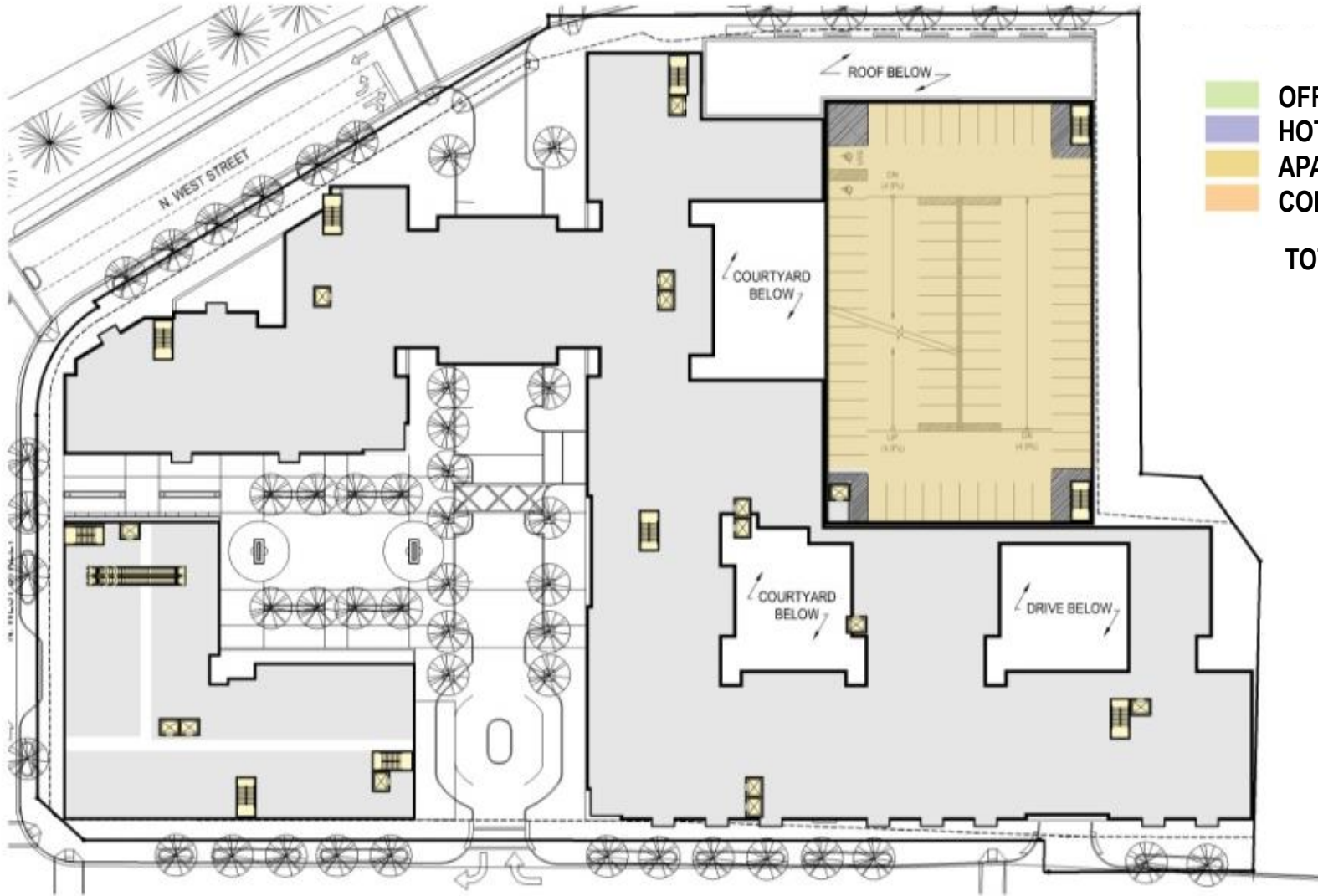
OFFICE:	0
HOTEL:	0
APARTMENTS:	163
COMMERCIAL/THEATER:	0

TOTAL: 163



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2ND – 5TH FLOOR – PARKING ALLOCATION TAB



OFFICE:	0
HOTEL:	0
APARTMENTS:	296
COMMERCIAL/THEATER:	0
TOTAL:	296



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Transportation Demand Management Measures:

- On-site vehicle sharing program.
- Unbundled parking
- Bus stop improvements
- Secure and Weatherproof bicycle parking
- Information kiosk for transportation.
- Hotel shuttle to Metro rail.
- TDM Website and marketing plan.
- Real-time transit information and site based transportation guide.
- Live/Work/Play campaign.
- New resident/hotel guest commuter information package w/ Metro Smartrip Cards
- Promote MWCOG's guaranteed ride home program.



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Parking Demand Management:

- Shared Parking – Limit Exclusive parking for commercial uses
- Parking Maximums per Use – Limits # of spaces available per use
- Car Sharing Service – Short Term Car Rental
- Unbundled Parking for Residential – Parking is rented separately at market rates



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Community Benefits:

- Cash Contributions to Schools, Library, CATCH, Bikeshare and Park Capital Improvements.
- Funding for post development traffic study.
- Affordable Dwelling Units on site (6% of all units).
- NGBS Silver certification for apartment building.
- LEED certification or equivalent for hotel building.
- Off-site Improvements –
 1. Undergrounding of aerial utilities along West Street next to W & OD Trail
 2. Road Improvements as previously described
 3. New sidewalk along north side of West Street.



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Questions & Answers



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